Automotive Experts Predict Absolute Elimination of Horse-Drawn Commercial Vehicles Here in 10 Years

Netwithstanding that mechanical road transport in Great Britain antedates that in this country by fully a decade, there are more motor trucks in service in New York State alone than in all of the British isles. Approximately



SPECIFICATIONS

Model 43A

Wheel Base—115 inches.

Weight—2765 pounds.

Engine—Four cylinders cast on blocywive-in-head type)
detachable head. 224 cu. in. displacement.
Develops over 40 h. p. on block test.

Lubrication—Force and splash with pressure gauge on instrument board. Chassis lubrication, Alemite

instrument board. Chassis lubrication, Alemine groase cup type.

Electrical System—Three-unit, with six-volt, 15-plate atorage battery.

Gasoline Feed—Vacuum feed with gasoline tank suspended at rear of frame.

Frame—Cold pressed steel, seven-tach maximum depth channel section. Five cross members.

Rear Axie—Spiral bevel type.

Springs—Semi-elliptic. Front 36-inch; rear, 54-inch, Body—Streamline. Long unbroken sweep of lines.

Upholstery—Box pleated, best quality of fine-grained black leather.

Interaction—Walnut, with nickeled instruments mounted flush.

Tires—Straight side, 32 x 4. Non-skid on rear wheels.

Tire rack on rear for spare rim and tire.

Finish—Best coach work, applied by brush and rubbed down by hand.

F. O. B. Lansing, Michigan



The Gift Supreme for All the Family

America's Greatest SEDAN VALUES

There never was a better time than now to place your order for a Sedan. And while you're doing it, better choose a Sedan that gives you the maximum value - in quality, performance, appointments and enclosed car comforts . . .

. . . in other words, a Studebaker Sedan!

Such quality as you find in a Studebaker-built Sedansuch stability of design and refinement of appearance - is possible only because of Studebaker's great resources and manufacturing experience, and the fact that these cars are built complete by Studebaker in Studebaker factories.

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Low-hung, instantaneously responsive easy to drive, and remarkably safe and comfortable. Its light weight, in combination with its mechanical efficiency, insures unusual economy in gasoline and tires. In its quietness of power and freedom from vibration, it sets new standards in closed car comfort. Distracting noises and dis-comforting body vibrations have been

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Everything essential to the owner's actisfaction, pleasure and comfort has been provided. Nothing that would add to comfort and convenience — to protection and utility—has been neglected. Its four doors offer easy entrance and exit for all passengers. Its performance and appearance are combined with features of appointment that every connoisseur of closed car quality

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So firm are we in our conviction that this addition to the Oldsmobile line crowns every previous idea of moderate-priced four-cylinder value, that we prefer to leave the verdict to your personal inspection.

See this car. Observe its evident virtues of permanent style, sane design and sturdier construction. Note how it retains the same pleasing lines, the same close attention to body details that have always emphasized Oldsmobile beauty and comfort.

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In looking over the Oldsmobile "4" we purposely ask you to forget any preconceived standard you have had of value. Because we believe the Oldsmobile "4" is going to sweep aside every precedent of four cylinder goodness that you may have had of any car of like class.

Oldsmobile Company of New York

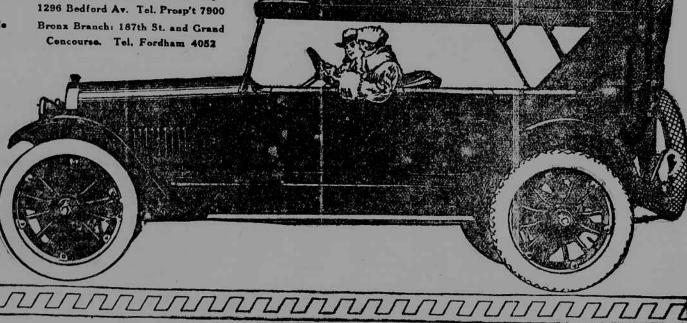
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